

Cadott Area Chamber of Commerce Newsletter

OUR MISSION IS TO IMPROVE THE QUALITY OF LIFE IN OUR COMMUNITY

SPECIAL POINTS OF INTEREST:

- **Next meeting is May 21, 2008 at 5:30 p.m. at the Cadott VFW.**
- The annual June Dairy Breakfast will be held on Saturday, June 7 at the Cadott Elementary School. Serving is from 8:00-12:00.
- Donkey Races at Nabor Days! Seriously, I'm not kidding!

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CREDIT SCORES

Story provided by Kelly Kenealy

Few people understand the impact a credit score can have in an individual's life. A high score can mean a lower rate for a bank loan while a low credit score can result in more expensive insurance premiums. Not only is it important to understand your credit score, but it is also important to understand how to improve your credit score and reap the advantages of good credit.

First, the basics. Creditors have been using credit scoring systems to determine if people are a good credit risk for some time. Today, many businesses, including insurance companies, phone companies and employers use a person's credit score to determine if a product, service or employment offer should be provided.

Credit scoring systems are complex and vary among creditors and businesses. Essentially, information collected from an individual's credit report is put through a statistical program that compares that specific information against consumers with similar profiles. The program identifies all characteristics that

relate to risk and generates a number which represents a credit score.

The higher your credit score, the less of a risk you are considered to be. So, the higher the score, the better. The scores generally range from 300 to 850. A score of 620 or higher should mean that you are eligible for very good rates.

You can obtain your credit score from any one of the three national consumer reporting companies. They are allowed to charge a reasonable fee, typically around \$8, for the score. Since your score is comprised of information from your credit report, you need to ensure that your credit report is accurate. To get your free annual credit report, visit www.annualcreditreport.com, or call toll-free 1-877-322-8228. You should consider staggering the request for your free report from each of the three agencies over a 12 month period.

If your credit score is low, or you just want to make sure it stays high, follow these steps to improve or maintain your score:

- Pay your bills on time.
- Do not max out your credit limits.
- Do not apply for too many new credit accounts in a short period of time.
- Do not have too many credit card accounts.
- Develop a credit history as early as possible to demonstrate a long record of responsibility.

If you find inaccuracies on your credit report you should:

- Dispute the inaccurate information directly with the consumer reporting agency and maybe even with the provider of the information.
- Tell them in writing what you believe is inaccurate and provide as much proof, including copies of documents, as you can to support your position.

The agency generally has 30 days to investigate your complaint.

Suggested Web links for more information about your credit score:

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WISCONSIN'S RURAL RENAISSANCE

Provided by Pat Dillon, Northwest Regional Director, Wisconsin Entrepreneurs' Network (WEN)

All across America, small towns and rural communities are experiencing a changing economic development landscape that is more focused on entrepreneurship, technology and innovative uses of natural resources for personal economic gain. Since the 80's and 90's, small towns and rural communities experienced declining populations, industrial downturns and significant job losses due to globalization and changing demographics. However, times appear to be changing for small towns and rural communities and people of all ages are choosing small towns and rural communities for the "good life," -- affordable homes; a safe and clean environment; a great place to raise children or a great place to retire; start a new job or career; or to simply enjoy

the virtues of a simpler way of life.

According to the Rural Renaissance Network (RRN), a Monroe, WI based network in Vernon County, touts there's a rural renaissance taking place in a small towns or rural communities. From artisan cheesemakers to farm-stay bed & breakfasts, from Internet-connected free-lancers to retirees restoring native prairies, rural living has creatively reinvented itself for the 21st Century. "Welcome to the good life," filled with all the hard work, pioneering spirit and commitment to community that has contributed to a worldview revolution in our approach to the health of the land and nature -- on which we depend for our survival.¹

The RRN is about celebrating these

changes, providing resources for those who want to experience the American dream of owning their own home in the country, and the inspiration and how-to information to make it a reality. The RRN is a program of Renewing the Countryside, Inc., dedicated to preserving the very foundation of the American character: a thriving and healthy rural America. The RRN shares case examples of how ordinary people are doing extraordinary things to renew the countryside; there are numerous personal stories on how people are "making a living" in a rural setting; and the latest research and publications focused on trends in rural living. You can find more information about the RRN by visiting their website at www.ruralrenaissance.org.

¹ Rural Renaissance Network, <http://www.innserendipity.com/ruralren/rrnmain.html>

DONKEY RACES AT NABOR DAYS

Provided by Sarah Starck

There will be Donkey Races on Friday Night at this year's Neighbor Days. Starting at 6:30 p.m., there will be five races with ten riders in each race. The two winners from each race will compete in a championship race for a trophy and recognition as the

1st ever Donkey Race Champion. In-between each race there will be games and prizes for the kids. The races will be held in the Mud Bog Area. Advance Tickets will be sold at local business for \$4 each or \$5 at the gate. **Riders Wanted**
Cost: \$ 5 0 Entry Fee

Includes 2 Free Tickets and mention of your business or organization.
*225lb weight restriction for riders

To enter as a rider, call: Sarah Starck at 579-9687 or Jon Bowe at 579-3344.

CHIPPEWA COUNTY ECONOMIC DEVELOPMENT CORPORATION 13TH ANNUAL MEETING

Story provided by the Chippewa County Economic Development Corporation

The CCEDC 13th Annual meeting will be held from 7:00-9:00 am on Thursday, May 22 at the Northern Wisconsin State Fairgrounds in Chippewa Falls.

This important, must attend, annual meeting will provide a brief overview of the organization's 2007/2008 accomplishments. In addition CCEDC will recognize through their Business of the Year Awards important local businesses

that have positioned Chippewa County for further economic growth and success.

The keynote speaker Will Rogers, America's Favorite Cowboy, as portrayed by Randall Reeder will discuss the importance of communities moving forward together and taking risks. "You've got to go out on a limb sometimes because that's where the fruit is"... The atten-

dees will find that Will Rogers wit and wisdom is still meaningful in today's time.

The cost to attend this event is \$15 per person, which includes a unique Dutch Oven breakfast. Please RSVP or for more information contact Jerilyn Sahr at 715-723-7150 or email staff@chippewa-wi.com

FINANCIAL STRATEGIES FOR SMALL-BUSINESS OWNERS

Story provided by Adam Smit, an Edward Jones Financial Advisor—adam.smit@edwardjones.com

If you're a small-business owner, you put your heart and soul into your business. Unfortunately, hard work doesn't always translate into financial security - so you'll need to take some additional steps.

First, protect your business against the loss of a key employee. You may want to consider a "key-person" life insurance policy.

Also, build an emergency fund containing six to 12 months' worth of living expenses to pay for unexpected personal costs, such as a major car repair or a large medical bill. This fund can help you avoid tapping into your business income.

Last, but certainly not least, create a retirement plan. Depending on the nature of your business and how many

employees you have, you can choose a SEP-IRA, a SIMPLE IRA or an "owner-only" 401(k).

When you own a business, time flies - so make the right financial moves today.



Svelik Mill—Circa 1908

“Real stupidity beats artificial intelligence every time.” Terry Pratchett

WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website in April is up nearly 12% over March with 395 visitors and more than 1240 page views.

The average number of pages viewed per visit increased by 3.34% to 3.15 pages.

There was a very slight increase in number of new visitors, which means that new people continue to find out about the website and stop by to check it out.

Visitors usually arrive at our site through several sources, but March marked a 16% increase in the number of search engine visitors (Visits from people who clicked to the site from a search engine

result page.) The most common search terms are “Cadott Wisconsin”, “General Beer Northwest”, and “Cadott Sentinel”. Mmmm, beer and gossip, the cornerstones of life in Wisconsin!

Approximately 67% of our visitors are now being referred by search engines. Its good to know that visitors are finding our site from search engines.

The website continues to have visitors from all over the world. We had 5 visitors from Ivory Coast—which is in the continent of Africa, and 4 visitors from China— perhaps Cadott can offer to be the backup site for the Olympics. =)

Does your business have a website? If so, you should have a link on your website to the Cadott Chamber Website. Linking to the Chamber Website can help improve search results when visitors are looking for products, services, and events in the Cadott area. Please help us provide better service to our members by linking your website to the Chamber website.

Top 5 most visited member pages :

General Beer Northwest—41 visits ↑
Cadott Sentinel—23 visits ↑
Cadott Bakery—20 visits ↓
Countryside Motel—18 visits ↑
JLH Enterprises—10 Visits ↑

Wow, General beer and Cadott Sentinel knock the bakery out of first place!

“To alcohol! The cause of, and solution to, all of life's problems.” Matt Groening

Credit Scores... (Continued from page 1)

MEMBER TO MEMBER NEWS

Cabin Ridge Rides—On May 1st Cabin Ridge hosted 15 tour operators from 5 states in the Midwest. They spent the day touring the Chippewa Valley and were excited about all the great stuff to do and see. It is hoped they will all bring tour buses to the area this summer.

Your Access to Free Credit Reports:

<http://www.ftc.gov/bcp/edu/pubs/consumer/credit/cre34.pdf>

How to Dispute Credit Report Errors

<http://ftc.gov/bcp/edu/pubs/consumer/credit/cre21.pdf>

To Obtain Your Free Credit Report

<http://www.annualcreditreport.com>

CADOTT CHAMBER OF COMMERCE

PO Box 84
Cadott, WI 54727
Phone: 715-289-3338
E-mail: info@cadottchamber.org
Website: www.cadottchamber.org

W E L C O M E N E W M E M B E R S !

Drywood Creek Consulting – Cory LaNou
(715) 313-0145 or www.digitaldrywood.com

Now is the time for you to **start encouraging local business to join the Chamber of Commerce.**

The full list of Chamber Members is available on the Members page at www.cadottchamber.org/members

M A Y 2 0 0 8 M E E T I N G A G E N D A

The May meeting will be held at 5:30 p.m. on the 21st at the VFW Hall in Cadott. A tentative agenda for the meeting is as follows:

1. Call to order
2. Approval of minutes and finance report
3. Correspondence
4. Nabor Days Committee Updates
5. Grand Marshall voting
6. Other Business
7. Adjournment

If you have anything you wish to add to the agenda, please contact Sue Shakal 289-3795 (work) or 667-3531 (home) or at info@cadottchamber.org

Please pay your dues as soon as possible. Dues are \$40 for the year. Checks may be sent to PO Box 84, Cadott. Your membership card will be sent after receipt of your dues.

If you have anything you would like posted on the website, please contact Dale Lotts at webmaster@cadottchamber.org or (715) 289-4545.

This Newsletter is edited by Dale Lotts and published monthly by Knight Rider Consulting, Inc. An email subscription is free, a standard USPS mail subscription is \$12.00 per year and is included in your membership.

- The Chamber is seeking suggestions for Grand Marshals for the 2008 parade. If you would like to nominate someone, please phone Sue Shakal at 289-3795 (work) or 667-3531 (home) or send her an email at shakals@cadott.k12.wi.us. Voting will take place at the May chamber meeting.
- Plans are continuing for the Nabor Days Celebration. The Chamber is still looking for a sponsor or sponsors for the fireworks on Sunday night. Thank you to those who have come forward already for sponsorship. If your business is interested in being a sponsor, or co-sponsor, please contact a Chamber Officer or call the Chamber phone at 289-3338.
- Plans are continuing for the 2008 Nabor Days events. If you are interested in helping out, please contact a Chamber Officer or, again, leave a message on the Chamber phone. We welcome ALL volunteers!